

## Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

UNCLAS STATE 225286

E.O. 11652: N/A

TAGS: BEXP, BFOL, MX

SUBJ: GLOBAL MARKET RESEARCH: AAS

REF: MEXICO A-435, 9-26-74

1. AAS MARKET RESEARCH FORWARDED BY REF RECEIVED AND COMMERCE REVIEW COMPLETED. APPRECIATE POST/CONTRACTOR EFFORTS FOLLOWING MID-TERM EVALUATION WHICH RESULTED IN GENERALLY SATISFACTORY REPORT, RESPONSIVE TO SPECIFICATIONS. REPORT REFLECTS ADEQUATE FIELD WORK AND KNOWLEDGE OF EQUIPMENT AND MARKET. HOWEVER, REQUIRE SOME REMEDIAL ACTIONS BY CONTRACTOR TO MEET ALL SPECIFICATIONS REQUIREMENTS, AS WELL AS TO PERMIT COMPARISON WITH RESEARCH ACQUIRED IN OTHER MAJOR MARKETS. FOLLOWING KEYED TO PARAGRAPHS OF REPORT.

SIZE OF AVIONICS MARKET TABLE 1: TABLE MUST REPEAT MUST, REFLECT ENTIRE MEXICAN MARKET FOR AVIONICS, NOT SALES TO GENERAL AVIATION SECTOR ONLY (SPECS 3.21). DATA OBTAINED FROM AIRLINES RE PAST AND FUTURE EQUIPMENT PURCHASES ON UNIT BASIS SHOULD PERMIT BVW MAKE ESTIMATES OF DOLLAR VALUSE. BVW SHOULD ALSO ESTIMATE TOTAL 1972 GROUND AVIONICS MARKET AND 1972 GRAND TOTAL. 1978 PROJECTIONS SHOULD ALSO BE MADE. WHILE UNDERSTAND CHANGE IN ADMINISTR-  
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ATIONS IN MEXICO TRADIONALLY RESULTS IN HIATUS IN PROJECT

PLANNING AND DEGREE BUSINESS UNCERTAINTY, BELIEVE BVW CAN USE EITHER STRAIGHT LINE PROJECTION OR OTHER BASIS DEVELOP REASONABLE APPROXIMATION 1978 MARKET, AND USE FOOTNOTE TO QUALIFY FIGURES. WE REPLY ON CONTRACTOR'S EXPERTISE AND KNOWLEDGE OF MARKET AND PRICING TO ESTIMATE VALUES WHERE HARD FIGURE LACKING.

AVIONICS IMPORTS TABLE 2: RECOGNIZE IMPORT CATEGORIES NOT PURE AVIONICS. CONTRACTOR THOROUGH EFFORT HELPFUL BUT IT NOT SUFFICIENT SUBSTITUTE TO PERMIT COMPARISON COMPETITIVE POSITION OTHER WORLD MARKETS. THEREFORE REQUEST FURNISH IN LIEU SPECIFIED DATA, FOR YEAR 1973 AIRBORNE AND GROUND AVIONICS RESPECTIVELY ESTIMATED US PERCENT SHARE OF IMPORTS, IDENTITY PRINCIPAL COMPETITOR NATION AND ESTIMATE ITS PERCENT SHARE OF IMPORTS.

3.4 AIRPORT ADMINISTRATION: BVW IS REQUESTED TO PROVIDE COPIES OF TABLE 6, P. 40, WHICH MISSING FROM RESEARCH.

3.5 INTERNATIONAL AND DOMESTIC AIRLINES: ARE DOMESTIC OPERATIONS STATISTICS INCLUDED IN DATA PRESENTED FOR CMA AND AEROMEXICO ON P. 42 AND P. 46?

3.6 SUPPLEMENTAL CARRIERS WHILE OVERALL SECTOR DISCUSSION COMPREHENSIVE, REQUIRE INFORMATION ON MILES FLOWN AND REVENUES (ESTIMATES IF NECESSARY), PRINCIPAL TYPES OF ACTIVITY, AND MAINTENANCE FOR THREE LARGEST CARRIERS PROFILED (SPECS 3.35.01 B, D, AND 3.35.02).

B. DISCUSS CHARTER FLIGHT OPERATIONS IN MEXICO BOTH BY AIRLINES AND SUPPLEMENTARY CARRIERS. NOTE AVIONES B.C. APPEARS OWN AT LEAST ONE PASSENGER LINER AND PLANS PURCHASE TWO ADDITIONAL JETLINERS.

C. ARE GROUND POWER UNITS "WITHOUT TRACTORS" DISCUSSED P. 53 FOR FIXED INSTALLATION, ARE THEY SELF PROPELLED UNITS NOT REQUIRING MOVERS, OR ARE THEY PURCHASED WITHOUT PRIME MOVERS TO PERMIT DOMESTICALLY PRODUCED TRACTORS TO BE USED?

3.7 GENERAL AVIATION:

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A. REQUEST BVW DESCRIBE OWNERSHIP AND USE OF APPROX 1350 AIRCRAFT INCLUDED IN BUSINESS AIRCRAFT COMPONENT OF GGENERAL AVIATION IN ADDITION TO 400 COMPANY AIRCRAFT. DO ALL FALL INTO CATEGORY OF INDIVIDUALLY OWNED AIRCRAFT USED FOR PROFESSIONAL PURPOSES?

B. REQUEST BVW PREPARE PROFILE ON TYPICAL BUSINESS AIRCRAFT OPERATOR (SPECS 3.37.01 AND 3.37.02).

3.8 FIXED BASE OPERATORS: DISCUSSION DOES NOT COMPLY WITH REQUIREMENTS OF SPECIFICATIONS. REQUEST BVW RESUBMIT (SPEC 3.36.05).

2. IN VIEW OF GMS PRODUCTION DEADLINES REQUEST POST/BVW HANDLE REMEDIAL SUBMISSION ON PRIORITY BASIS.  
BVW SHOULD SUBMIT SUPPLEMENTARY INFORMATION TO POST AS IT IS DEVELOPED FOR CABLE TRANSMISSION TO COMMERCE.  
COMPLETE SUPPLEMENTARY REPORT SHOULD BE SUBMITTED TO EMBASSY PRIOR TO OCT 18 IN SAME NUMBER COPIES AS REPORT PROPER TO BE GIVEN SAME DISTRIBUTION: TRANSMITTAL USED REF. SHOULD COMPLETED REMEDIAL SUBMISSION NOT BE READY BY OCT 18, REQUEST POST OBTAIN SINGLE COPY ALL CORRECTIONS MADE BY THAT DATE AND AIRMAIL COMMERCE WITH ADVICE AS TO WHEN SUPPLEMENT CAN BE EXPECTED. FINAL PAYMENT AUTHORIZATION WILL BE ISSUED PROMPTLY ON RECEIPT SATISFACTORY SUPPLEMENT.  
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